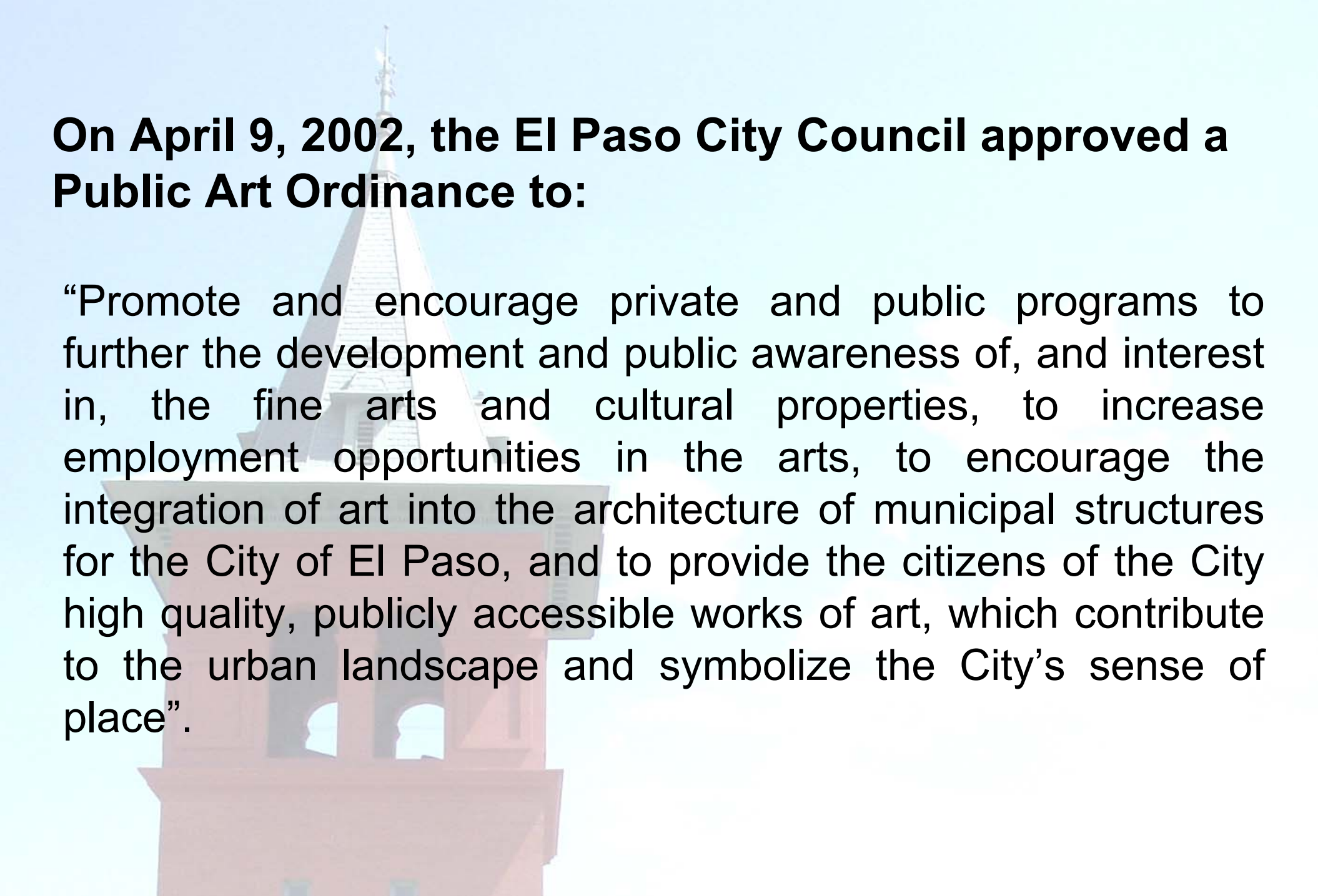




# Public Art Master Plan

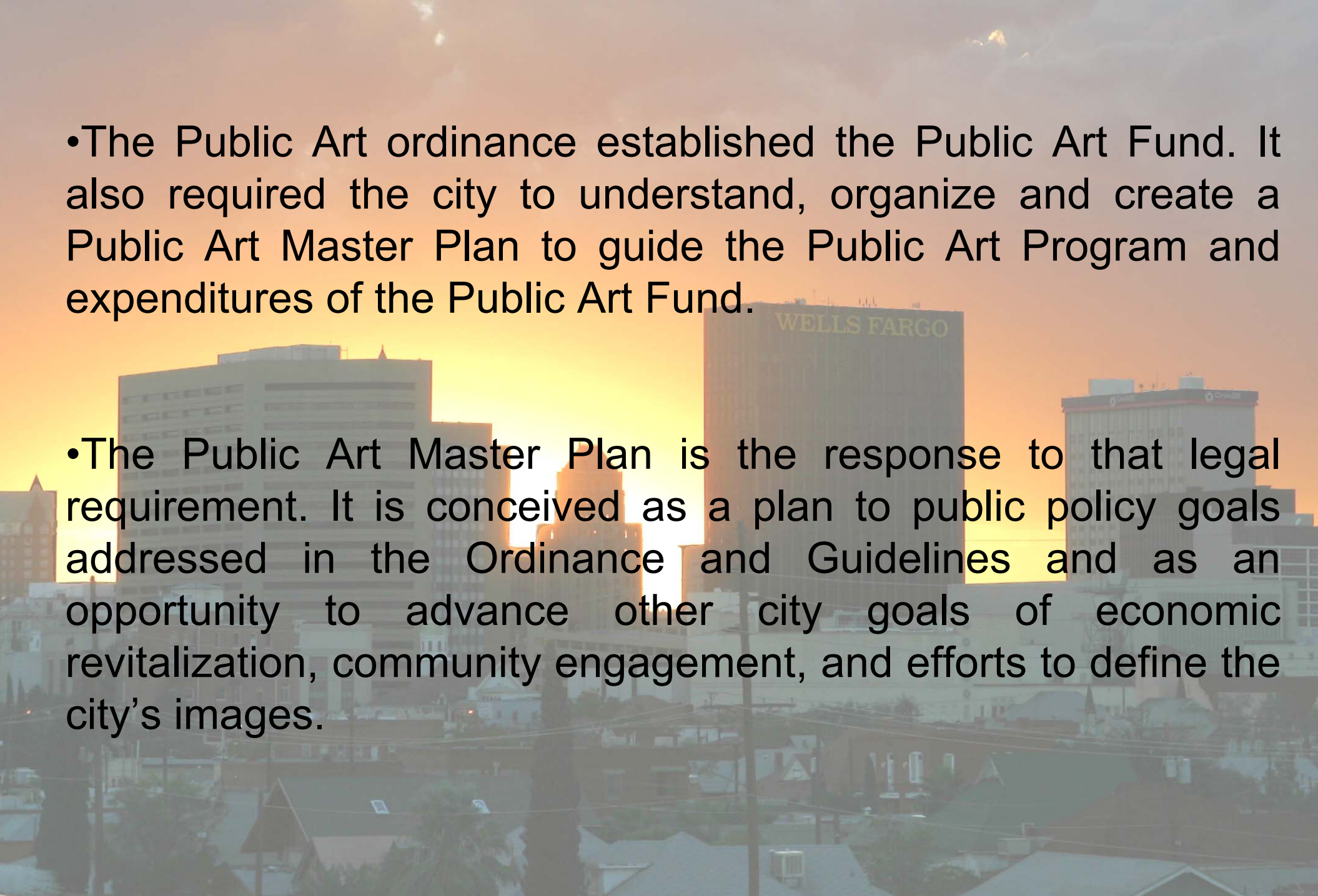
Plaza de  
Los Lagartos  
Luis A. Jimenez, Jr.  
Commissioned by the City of Los Angeles  
for the City of Los Angeles  
1977

A faint, semi-transparent image of the El Paso City Tower is visible in the background, centered behind the text. The tower is a tall, slender structure with a pointed top and a series of arched windows near the base.

## **On April 9, 2002, the El Paso City Council approved a Public Art Ordinance to:**

“Promote and encourage private and public programs to further the development and public awareness of, and interest in, the fine arts and cultural properties, to increase employment opportunities in the arts, to encourage the integration of art into the architecture of municipal structures for the City of El Paso, and to provide the citizens of the City high quality, publicly accessible works of art, which contribute to the urban landscape and symbolize the City’s sense of place”.



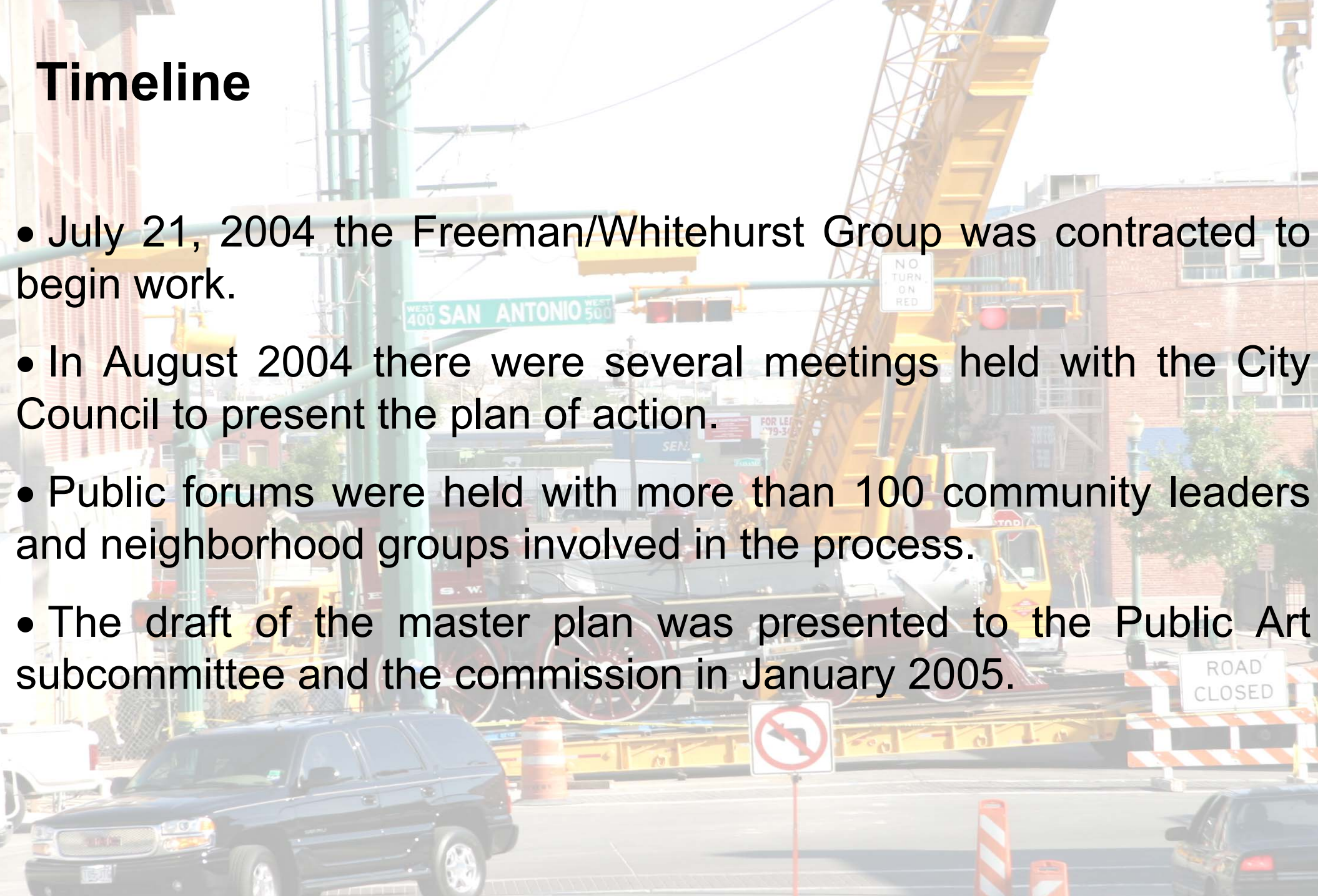
A photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and blue. In the foreground, there are several buildings, including a prominent one with "WELLS FARGO" written on its side. The text of the slide is overlaid on this image.

- The Public Art ordinance established the Public Art Fund. It also required the city to understand, organize and create a Public Art Master Plan to guide the Public Art Program and expenditures of the Public Art Fund.

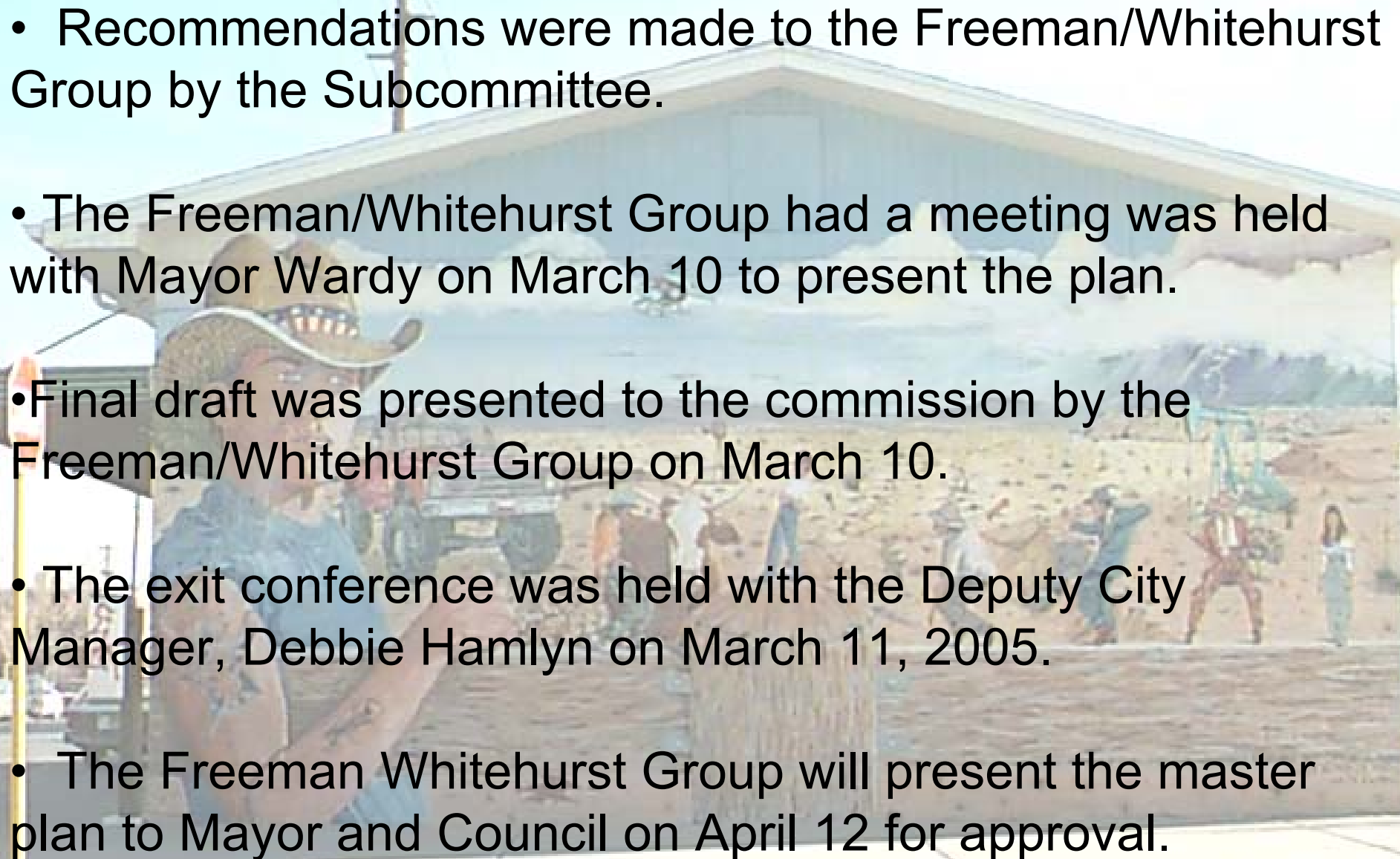
- The Public Art Master Plan is the response to that legal requirement. It is conceived as a plan to public policy goals addressed in the Ordinance and Guidelines and as an opportunity to advance other city goals of economic revitalization, community engagement, and efforts to define the city's images.

# Timeline

- July 21, 2004 the Freeman/Whitehurst Group was contracted to begin work.
- In August 2004 there were several meetings held with the City Council to present the plan of action.
- Public forums were held with more than 100 community leaders and neighborhood groups involved in the process.
- The draft of the master plan was presented to the Public Art subcommittee and the commission in January 2005.






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- The background image is a faded photograph. On the left, a man wearing a cowboy hat and a blue shirt is visible. To his right, a group of people are standing in a field or park area. The overall scene appears to be outdoors during the day.
- Recommendations were made to the Freeman/Whitehurst Group by the Subcommittee.
  - The Freeman/Whitehurst Group had a meeting was held with Mayor Wardy on March 10 to present the plan.
  - Final draft was presented to the commission by the Freeman/Whitehurst Group on March 10.
  - The exit conference was held with the Deputy City Manager, Debbie Hamlyn on March 11, 2005.
  - The Freeman Whitehurst Group will present the master plan to Mayor and Council on April 12 for approval.

The master plan lays out the approach and philosophy the city should embrace to make its program and the resulting artworks a source of inspiration, education and pride for residents and visitors alike. The plan is:


- A living document.
- A framework for culture and color of El Paso.
- A blueprint for architecture, infrastructure, icons and images of the City.
- Designed to bring El Pasoans into the decision-making process.
- And to invent new languages and aesthetics to honor its historic uniqueness.



The background of the slide is a photograph of a tree trunk and its surrounding foliage. The tree trunk is dark and textured, running vertically through the center of the image. The foliage is green and out of focus, creating a natural, outdoor setting. The text is overlaid on this background in a black, sans-serif font.

We will look forward to the formal presentation of the master plan on April 12 by the Freeman/Whitehurst Group. At that time they will discuss more specifically:

- How public art has been incorporated into public projects in other cities
- How public art can be incorporated into all future City projects
- How public art will enhance all future public buildings

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- How the current ordinance will be revised
  - How some of the City's public projects can begin immediately to infuse public art into the process
  - What necessary action steps can be taken to bring the plan to fruition



